

Jaime Snyder

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www.jaimesnyder.com

INDUSTRY EXPERIENCE

Web Consultant/Producer

December 2002 to present

Wechsler Ross & Partners

New York, NY

www.wechsler.com

Senior Interactive Producer for established marketing communications firm serving financial service clients. Information architecture, content management, project management.

Accounts: AARP Financial, Evergreen Investments, Ariel Capital*, JPMorgan Asset Management, Grail Partners, Fitch Ratings

** Mutual Fund Education Alliance (MFEA Star) award winner 2005*

Bernhardt Fudyma Design Group

New York, NY

www.bfdg.com

Information architecture, sitebuilding, content management for boutique design firm known for strategic visual thinking

Accounts: JPMorgan/Sibos, Tatham, Group, LLC

200 East Housing Corporation

New York, NY

www.200east.com

Information architecture, information design, usability and interface consulting for Manhattan housing cooperative

Decimal, Inc

San Francisco, CA

www.theonline401k.com

Information architecture, information design, usability and interface consulting for web-based retirement savings products

Tiller, LLC

New York, NY

www.tillerllc.com

Web site produced for boutique public relations firm specializing in advocacy marketing and cause commerce. Information architecture, sitebuilding

Senior Interactive Producer/Information Architect

March 2000 to August 2002

Wechsler Ross & Partners

New York, NY

Web site strategy, information architecture, and requirements for interactive projects. Project management, proposal writing, budget estimates for design and marketing firm. Managed team of approximately eight people including editors, content manager, site builders and programmers, and graphic designers. Maintained client relationship through daily contact and project planning.

Accounts: Evergreen Investments, Fidelity, Merrill Lynch, Calvert Funds, Riggs London, Morningstar

Freelance Design/Programming

January to March 2000

Wunderman Cato Johnson

New York, NY

Concrete Creative

Washington, DC

Provided web production and programming.

Systems Assistant and Internet Administrator

October 1997 to December 1999

Cody's Books, Inc.

Berkeley, California

Worked with consultants to administer network and database for mid-sized independent bookstore. Maintained and updated eCommerce website.

What I do as a consultant

Help make web sites happen.

Gather business and technical requirements.

Audit existing content and code.

Prioritize business goals, design challenges and technical constraints.

Estimate budgets.

Establish project milestones and synchronize production schedules.

Identify important organizational principles.

Create unified information designs.

Build robust page blueprints.

Produce detailed documentation.

Guide graphic design and production.

Analyze interface designs for superior usability.

Ensure active communication.

Manage expectations.

Meet deadlines.

Names for my job

Web Consultant

Interactive Producer

Information Architect

Content Strategist

Usability Consultant

Who I work with

Creative Directors

Marketing Directors

IT Directors

Brand Strategists

Account Managers

Editors

Copy writers

Content Managers

Graphic Designers

Developers

Programmers

Sitebuilders

Proofreaders

WEB DEVELOPMENT SKILLS

INFORMATION ARCHITECTURE	Including technical and business requirements and documentation
PROJECT MANAGEMENT	Including proposal writing, creating and maintaining budgets
OPERATING SYSTEMS	Advanced user of Macintosh and Windows
OPTIMIZATION	Cross-browser, cross-platform testing. Web graphics. Metadata and keywords.
WEB PROGRAMMING	<i>Advanced:</i> HTML/CSS, Javascript and DHTML <i>Familiar:</i> ASP, PHP and database requirements
SOFTWARE	<i>Advanced (Web production):</i> Adobe Photoshop, Adobe Illustrator, Adobe ImageReady, BBedit <i>Advanced (IA and project management):</i> MS Office, MS Project, Visio, Inspiration, Omnigraffle, Adobe InDesign <i>Familiar:</i> Macromedia Flash, Macromedia Dreamweaver, Macromedia Fireworks, Quark Express

DOCUMENTATION

Example strategy, information architecture, content audit, style guide, and project management documents available upon request.

CLIENT AND PEER REFERENCES

Client, supervisor and peer references available upon request.

TEACHING EXPERIENCE

Mercy College Center for Digital Arts White Plains, New York	2003 to 2005 Associate Lecturer: Digital Media + Interaction Design; Web Design I & II; Three Dimensional Design
University of Southern Maine Department of Art Gorham, Maine	2004 Visiting Artist in Residence: Experimental Drawing
Stanford University Department of Art and Art History Palo Alto, California	1995 to 1999 Instructor: Drawing I Drawing for Non-Majors Words & Pictures: Text & Image in Visual Art TA: Painting I, II, III; Drawing II, III; Collage
Palo Alto Cultural Center Studio Art Program Palo Alto, California	1997 to 1999 The Language of Painting
ASA at Stanford University Pre-College Enrichment Program Armonk, New York	1997 to 1999 Painting and Drawing for Major & Elective Students

EDUCATION

Stanford University
Palo Alto, California
MFA, 1997

Temple University,
Tyler School of Art
Philadelphia, Pennsylvania
BFA, 1993

Temple University Abroad
Rome, Italy
Studio Art Program, 1991-92

Professional Associations

NYC-CHI
Chartered chapter of AMC
Computer Human Interaction Group
(SIGCHI)
New York, NY
2002 to present

College Art Association (CAA)
New York, NY
1997 to present